

# FEDERAL SEABOARD TERRA COTTA CORPORATION



EXECUTIVE OFFICES  
10 EAST 40th STREET, NEW YORK

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*Your inquiry regarding Terra Cotta, its use, construction and cost, will receive prompt attention*

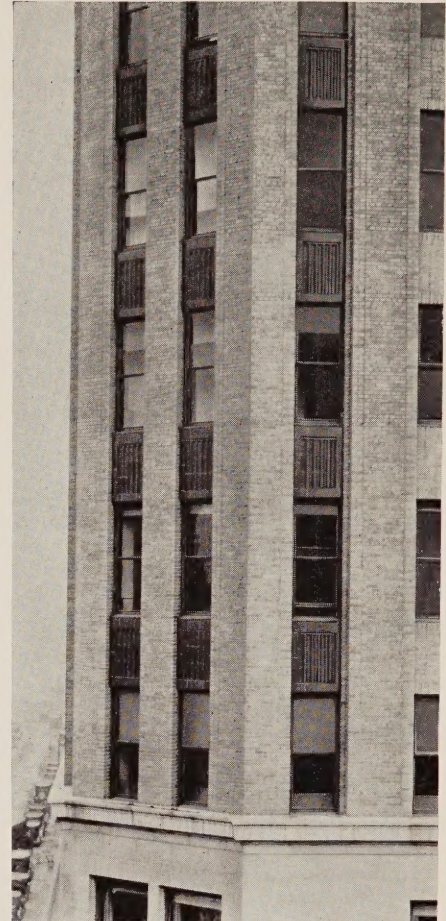


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*The facade of the Packard Sales & Service Building, New York City, is entirely of terra cotta. The detail shows the dark green terra cotta spandrels and the parapet features embellishing this modern structure.*

*Albert Kahn, Architect.*



*The terra cotta spandrels lend color interest and verticality to the plain brick walls of the General Motors Building at 57th St. & Broadway, New York City.*

*Shreve & Lamb, Architects.*

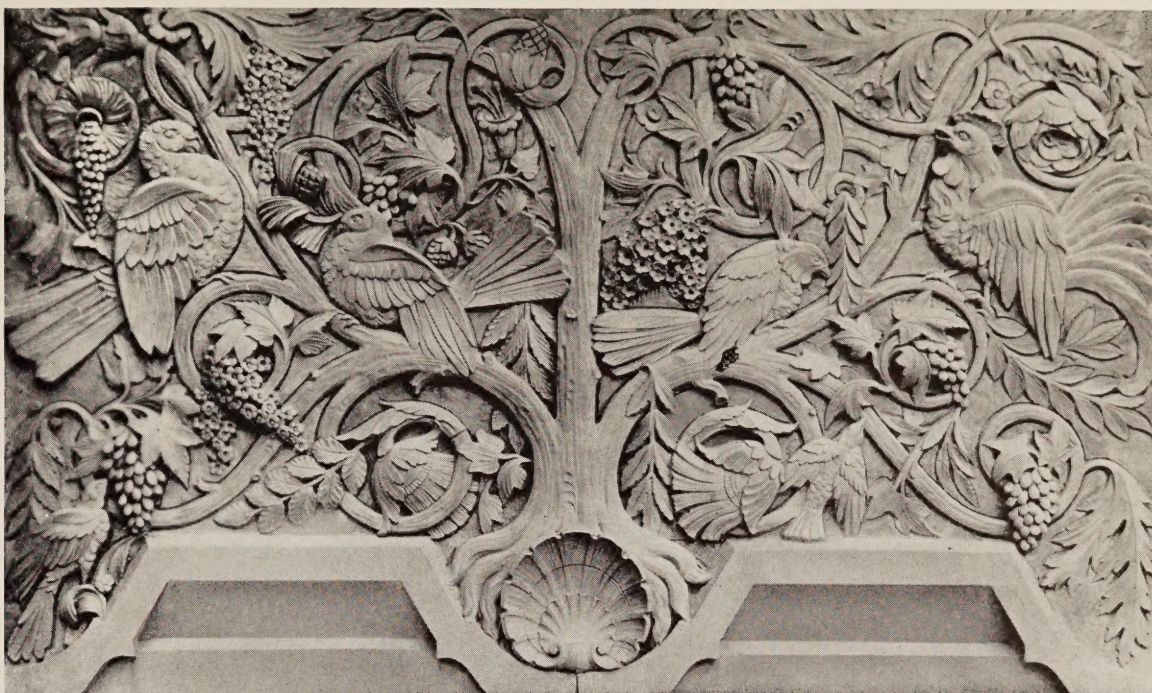


*A typical spandrel in the modern style for the Lefcourt Newark Building.*

*Frank Grad, Architect.*

**T**HIS period ▲ ▲ ▲ the modern  
in architecture ▲ ▲ ▲ large plain  
wall surfaces ▲ ▲ ▲ vertical lines  
are accentuated and color effects  
are permanently produced ▲ ▲ ▲  
by TERRA COTTA spandrels.

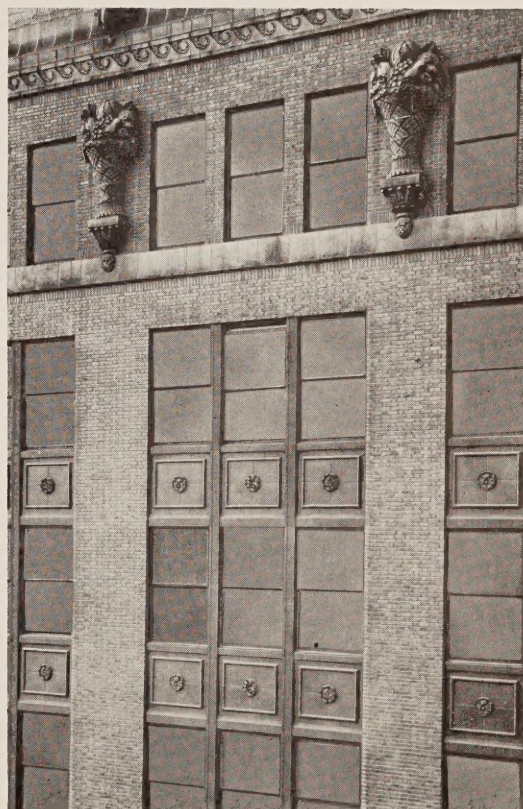




*One of a large number of double spandrels showing ornamental possibilities easily achieved in terra cotta at a reasonable cost.  
Lang & Rosenberg, Architects.*



*A typical spandrel of the modern vertical type done in multichrome green and purple terra cotta for the Medical Arts Building, Cleveland, Ohio.  
Graham, Anderson, Probst & White, Architects.*



*Practically all the spandrels on the enormous Marshall Field building, New York City, are terra cotta, jet black in color.  
Warren & Wetmore, Architects.*



# FEDERAL SEABOARD TERRA COTTA

Fortunes are spent annually painting spandrels.

Terra Cotta spandrels are permanent in form and color.



PARK LEXINGTON BUILDING  
New York  
Warren & Wetmore, Architects  
T. C. Desmond & Co., Builders



*Typical Terra Cotta Spandrels  
Throughout the Building*

The verde green terra cotta spandrels of this prominent Park Avenue building will always retain their original color . . . by an occasional washing.

## FEDERAL SEABOARD TERRA COTTA CORPORATION

ARCHITECTURAL  
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MANUFACTURERS



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